



## State of Arizona

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### **Governor Brewer Celebrates National Tourism Week in Arizona** *State Launches Summer Advertising Campaign to Promote Arizona Travel*

PHOENIX – Governor Jan Brewer has joined the Arizona Office of Tourism (AOT) in proclaiming May 3-11, 2014, as “Arizona Travel and Tourism Days.” The proclamation, which coincides with the 31<sup>st</sup> annual National Travel and Tourism Week, recognizes the industry’s continued role as one of Arizona’s most vital economic drivers.

“I am pleased to once again celebrate an industry that continues to play a leading role in Arizona’s economic recovery and prosperity,” said Governor Brewer. “Arizona is home to some of the world’s most remarkable tourist attractions – including the Grand Canyon – and has been fortunate to host several major events, bringing millions of national and international visitors to our great state. Continuing to support this crucial industry helps ensure that Arizona remain a premier travel destination.”

The travel and tourism industry serves as one of Arizona’s most significant economic drivers, bringing millions of visitors to the state annually. In 2012, more than 38 million global visitors experienced Arizona as a travel destination, spending \$19.3 billion throughout the State. That equates to nearly \$53 million being injected to our State’s economy each and every day. Arizona’s tourism industry produces revenue in all 15 counties, totaling \$2.6 billion in local, state and federal tax revenues. This tax revenue represents a \$1,080 tax break per Arizona household.

Additionally, the Arizona tourism industry employs more than 161,300 Arizona residents. Combined with the secondary employment that is generated, nearly 300,000 Arizona residents are impacted by this vibrant industry throughout the state. The Arizona Office of Tourism will release the 2013 Arizona Travel Economic Impact report and visitation data at the Governor’s Conference on Tourism on July 16-18, 2014.

“Travel-related taxes contribute greatly to public services that impact how we live our lives,” said Sherry Henry, Director of the Arizona Office of Tourism. “Taxes generated by visitor spending in 2012 at the local and state level were nearly enough to cover the wages of all police officers, secondary school teachers and firefighters within the entire state of Arizona.”

To kick the week off, the Arizona Office of Tourism is launching its *Summer in AZ* advertising campaign to inspire Arizonans to start planning their summer vacations. Summer fun itineraries are available on the campaign website, [www.summerinaz.com](http://www.summerinaz.com).

Governor Brewer and the Arizona Office of Tourism encourage statewide residents to explore Arizona this summer and discover the reasons why millions of visitors choose the Grand Canyon State as their vacation destination.

To discover all that Arizona has to offer, please visit [arizonaguide.com](http://arizonaguide.com). For more information on the Arizona Office of Tourism, visit [azot.gov](http://azot.gov).

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